

OUR GREAT REDUCTION SALE!

We have spent the past week in marking down our stock and making preparations for this sale.

ALL GOODS WILL BE FOUND TICKETED AS ADVERTISED.

DRESS GOODS AND SILKS.

In this, my Great Reduction Sale of Winter Goods, it is my intention to make such reductions in dress goods that it will be an object to all close cash buyers to purchase these goods whether you are in need of them or not at the present moment. By closely studying the following quotations and comparing prices, you will see that it is to your advantage to order immediately. Be careful in ordering, state lot and number and price, where two or more prices are under the same lot number. Samples sent on application. Be sure you state the quality of goods wanted, for an order reading please send samples of dress goods receives no notice.

Domestic Dress Goods.

C 5482. 22-inch English Cashmere and brocade, in shades of blue, garnet, drab, wine, brown, green and black; 50 per yard, reduced from 64c.
C 5467. 22-inch Hamilton Alpaca, wool filled; shades of wine, blue, brown, cardinal, gray and black; 100 per yard, reduced from 124c.
C 5460. 22-inch English Cashmere Cloth in stripe and checks, colors of brown and red, blue and red, blue and gold, brown and gold; 100 per yard, reduced from 124c.
C 5451. 22-inch English satin stripes and brocade, in shades of blue, brown and wine; 100 per yard, reduced from 124c.
C 5452. 22-inch wool filled English Cashmere, in shades of brown, wine, scarlet, blue and black; 124c per yard, reduced from 150c.
C 5408. 22-inch English brocade and checks, wool filled, in shades of brown, blue, wine, green and black; 124c per yard, reduced from 160c.
C 5401. 22-inch English wool filled cashmere debrige, in shades of gray and brown; 150 per yard, reduced from 200c.
C 5416. 24-inch English E. X. Cashmere—the best goods in the market for the money—in shades of brown, blue, wine, green and black; 25c per yard, reduced from 35c.
C 5437. 30-inch English check cashmere in shades of brown, blue, wine, green and black; 20c per yard, reduced from 30c.
C 5429. 36-inch wool filled diagonal in shades of brown, tan, blue, green and black; 25c per yard, reduced from 35c.
C 5434. 22-inch plaid cashmere in all the new shades; wine, brown, green and blue; 20c per yard, reduced from 35c.
C 5456. 22-inch English plaid diagonal, just the thing for combinations, in all the new shades of brown, blue, wine and green; 20c per yard, reduced from 40c.

All Wool French Dress Goods.

C 7432. 36-inch all wool French Cashmere, of the best manufacture, in three grades and weights; 50c, 65c and 75c, reduced from 65c, 75c and 90c.
C 5411. 40-inch all wool French Surah Cloth—one of the most stylish plain cloths used for dresses; comes in shades of blue, wine, gray, green, brown and black; 65c and 75c, reduced from 75c and 90c.

Combination Suits.

In this special line we are making very great reductions. All goods warranted as described. So you can order from description and be sure that you get just what you order. Do not wait too long to order, the quantity is limited and at these prices will go on a click.
C 92. Combination suit of stripe or check, suiting with plain velvet to match; 14 yards 22 inch wide and two yards velvet to match; shades of blue and gold, blue and red, brown and gold, brown and red. \$2.75 per pattern, reduced from \$3.50.
C 93. Combination suit of plain diagonal and plaid to match—very stylish; 5 yards plain, 36 inch wide, 7 yards plush 22 inch wide; shades of green, brown, blue, wine and scarlet. \$3.75 per pattern, reduced from \$5.
C 94. Combination suit of plain diagonal, with beaded velvet to match, in shades of wine, blue, brown and black; 10 yards 24 inch diagonal, 2 yards 19 inch beaded velvet. \$4.25 per pattern, reduced from \$6.
C 95. Combination suit of all wool cashmere and face velvet to match; 10 yards 36 inch cashmere, 2 yards 19 inch velvet; shades of wine, blue, drab, green and brown. \$7.50 per pattern, reduced from \$10.
C 96. Combination suit of surah cloth and fancy plush; 10 yards 40 inch surah cloth, 2 yards 19 inch fancy plush; shades of gray, blue, brown, green, wine and black. \$9 per pattern, reduced from \$12.50.
C 97. French combination suits of all wool surah cloth with plaid or stripe to match—these suits average 10 1/2 to 11 yards to the pattern—4 yards plaid, 6 yards plain. Regular price per pattern, \$12.50, \$14, \$15 and \$16.50; reduced price, \$9, \$11, \$12 and \$13.

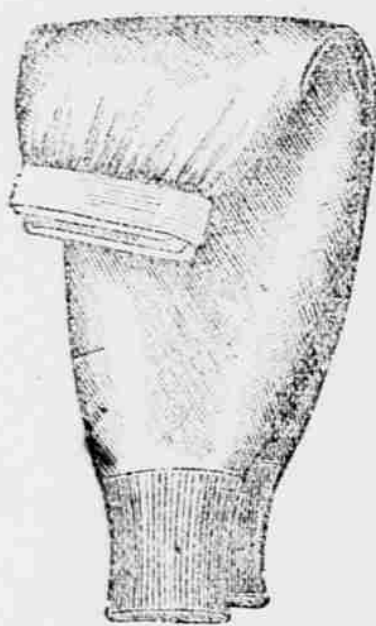
KNIT UNDERWEAR Ladies', Misses', and Children's.

Three-fourths of the cold weather experienced in Texas comes between January 1 and April, and at a season when the human body is most susceptible to the inroads of disease, particularly pneumonia. Our prices on heavy underwear have been reduced from 25 to 50 percent, leaving no reason for anyone to go thinly clad.

Ladies' Scarlet Knit Underwear.

Sizes, 26 to 38.

In ordering please note the following rule, which assures you a fit: No. 26 is correct size for a lady who measures 20 bust; No. 28 for 30 bust; No. 30 for 34 bust; No. 32 for 36 bust; No. 34 for 38 bust; No. 36 for 40 bust; No. 38 for 42 bust.



H 8728. All wool scarlet vests and pants; price \$1 each, \$1.90 per suit.
H 4901. Heavy all wool scarlet vests and pants; price, \$1.25 each; \$2.25 per suit.
H 8823. Fine cashmere wool scarlet vests and pants; price, \$1.50 each; \$2.75 per suit.
H 8601. Fine medicated wool scarlet vests and pants; price, \$2 each, \$3.50 per suit.

Ladies' White Knit Underwear.

Sizes, 26 to 38.

H 8821. White merino vests and pants; price 50c each, \$1 per suit.
H 8791. Heavy white merino vests and pants; price 75c each, \$1.35 per suit.
H 8623. White wool vests and pants; price \$1 each, \$1.90 per suit.
H 4623. Fine white cashmere wool vests and pants; price \$1.50 each, \$2.75 per suit.

Children's White Knit Underwear.

Sizes, 16 to 28.

H 8823. White merino vests and pants; sizes 16, 18, 20, 22; price, 20c, 25c, 30c and 35c each; price, 40c, 45c, 55c and 65c per suit.
H 8823. White merino vests and pants; sizes 24, 26, 28, 30; price, 40c, 45c, 50c and 55c each; price, 75c, 85c, 95c, \$1.05 and \$1.25 per suit.
H 8923. White heavy wool mixed vests and pants; sizes 16, 18, 20, 22; price, 30c, 35c, 40c and 45c each; price, 55c, 65c, 75c, 85c per suit.
H 8923. White heavy wool mixed vests and pants; sizes 24, 26, 28, 30; price, 55c, 65c, 75c and 85c each; price, 95c, \$1.05, \$1.15 and \$1.25 per suit.
H 8753. Fine white cashmere wool vests and pants; sizes 16, 18, 20, 22; price, 60c, 65c, 70c and 75c each; price, \$1.15, \$1.25, \$1.35 and \$1.45 per suit.
H 1753. Fine white cashmere wool vests and pants; sizes 24, 26, 28, 30; price, 85c, \$1, \$1.15, \$1.30 each; price, \$1.65, \$1.95, \$2.25 and \$2.50 per suit.

Children's Union Suits.

Sizes, 16 to 28.

H 2923. Children's white merino union suits, made with waist buttoning on at drawers; sizes, 16, 18, 20, 22; price, 50c, 60c, 70c and 80c per suit.

Towels, Napkins and Table Damasks.

We are remarkably fortunate in being able to clear in this reduction immense assortments of both towels, napkins and table damasks, bought late in the season from importers that were anxious to close out old lots. As they are goods that are needed from January to January in every family and will go out rapidly at these prices, we advise that you order at once.

Towels.

E 8785. 15x28 inch bleached linen fancy bordered, fringed; 10c, reduced from 15c.
E 8790. 16x31 bleached, all linen, large red stripes running lengthways through center, with red border, fringed; 10c, reduced from 15c.
E 8801. 17x33 cream colored damask, all pure linen, fancy borders, fringed; 15c, reduced from 22c.
E 8743. 17x34, heavy cream colored German towels, fancy borders, fringed; 15c, reduced from 22c.
E 8735. 19x38, very heavy cream damask, isoy bordered, fringed—a grand towel; 20c, reduced from 30c.
E 8775. 18x38, very fine cream damask, also same brade centers, fancy fringed border; 20c, reduced from 30c.
E 8780. 20x44, heavy cream colored German oatmeal towels; 25c, reduced from 35c.
E 8746. 20x40, very heavy cream damask German towels, all pure linen; 25c, reduced from 35c.
E 8709. 20x40, heavy cream German towel; 25c, reduced from 35c.
E 8701. 20x40, heavy cream damask, two-tone fancy borders; 25c, reduced from 35c.
E 8751. 20x40, very fine brocade cream satin damask towels with red and blue border; 35c, worth 50c.

To our buyers rounding up the New York market just before the close of the season, buying job lots, may be attributed the extraordinary value we shall now offer in

Fine Bleached Damask Towels.

E 8762. 20x36 elegant bleached damask towels, with assorted fancy borders, fringed; 25c, worth 40c each.
E 8715. Heavy bleached back towels with plain white satin borders, fringed; 30c, worth 40c—this is a big bargain.
E 8720. 19x38 fine bleached damask towels with blue and red borders and knotted fringe; 35c, worth 50c each.
E 8755. 19x39, a very beautiful bleached damask towel with assorted blue and red border, deep knotted fringe; 35c, cheap at 50c each.
E 8672. 20x40, heavy bleached satin damask two-tone, red and blue border, deep knotted fringe, splendid towel; 40c, worth 65c each.

Table Linens.

E 10,399. Bleached all linen table cloth with red border, 54 inches wide; former price 50c, reduced to 30c.
E 10,308. Very heavy bleached damask, beautiful pattern, 54 inches wide; former price 60c, reduced to 40c per yard.
E 10,356. This lot you will find one of our best bargains for the price we ask for it; beautiful pattern, is all linen and 54 inches wide; price, only 60c per yard.
E 10,338. Very fine and heavy damask, beautiful pattern. — 100c wide; former price 80c, reduced to 60c per yard.
E 10,326. Beautiful piece of fine damask, handsome pattern, 60 inches wide; former price \$1, reduced to 85c per yard.
E 875. A very fine quality of bleached satin damask Irish linen, beautiful designs; former price \$1.25, reduced to \$1 per yard.

Napkins.

E 9109. 13x14 all linen, red and blue striped, with fringe, good quality; former price 65c, reduced to 50c per dozen.
E 9110. 13x14, good quality and all linen napkins, with seven red stripes around border; former price 75c, reduced to 50c per dozen.
E 9082. This number we have 100 dozen and will put them on the market at the very low price of 50c per dozen, well worth 75c. They have red and blue stripes running each way, size 14x14 inches.
E 9072. 15x16, red and blue striped, all linen, good quality; former price \$1, reduced to 75c per dozen.
E 9074. 15x16, whole piece, fine bleached, beautiful pattern of flowers with fancy border; former price \$1.25, reduced to \$1 per dozen.
E 2253. 18x19, extra fine bleached whole piece napkin, with one red stripe around, with flowers; former price \$3, reduced to \$2.50 per dozen.
E 2263. 14x14 bleached napkin with wide red border, very fine satin finish; former price \$1.50, reduced to \$1.25 per dozen.

CARPET CLOAK

DEPARTMENT

REDUCTION SALE.

It may be said in view of the fact that styles in carpets change so gradually that there should be no necessity for putting carpets into this great Reduction Sale; but our spring goods will soon be coming in and we must have room.

Ingrain Carpets.

In all prices given below we have an assortment of designs, colors and patterns.
E 89. 32-inch hemp, assorted stripes, 15c, 18c, 20c; reduced from 20c, 25c, 30c.
E 147. 36-inch cotton ingrain in assorted patterns, 25c and 35c; reduced from 35c and 45c.
E 142. 36-inch cotton ingrain, 40c and 45c; reduced from 50c and 55c.
E 145. 36-inch Excelsior, or mixed wool and cotton fill, 50c (Note—Excelsior is one of the heaviest ingrain carpets made).
E 263. 36-inch all wool fill, 50c; reduced from 60c.
E 278. 36-inch all wool fill extra, 65c; reduced from 75c.
E 276. 36-inch all wool fill extra super, 75c; reduced from 85c.
E 244. 36-inch all wool extra, 75c; reduced from 85c.
E 248. 36-inch all wool extra super, 85c; reduced from \$1.
E 273. 36-inch wool fill three ply, 85c; reduced from \$1.
E 218. 36-inch all wool three ply extra, \$1; reduced from \$1.25.

Brussels Carpets.

The latest English, Persian and Turkish Designs.

F 503. 27-inch tapestry, 50c; worth 75c.
F 512. 27-inch tapestry, 60c; worth 80c.
F 499. 27-inch tapestry, 65c; worth 90c.
F 500. 27-inch tapestry, 75c; worth \$1.

We have a double purpose in making these remarkably low prices. 1. To reduce stock. 2. To attract trial orders from those who have never dealt with us.

F 510. 27-inch tapestry, 85c; worth \$1.10.
F 507. 27-inch tapestry, 90c; worth \$1.15.
F 515. 27-inch tapestry, \$1; worth \$1.25.
F 629. 27-inch body, 90c; worth \$1.10.
F 637. 27-inch body, 95c; worth \$1.25.
F 635. 27-inch body, \$1; worth \$1.25.
F 641. 27-inch body, Lowell, \$1.10; worth \$1.50.
F 611. 27-inch body, Lowell, \$1.25; worth \$1.75.
Borders in all widths to match.

Straw Mattings.

We have just received an extraordinary purchase of 200 rolls assorted Fancy Straw Floor Matting, worth 30c per yard, but they will go in this reduction sale at 20c per yard.
Also another lot of 300 rolls, worth 40c and 50c, that we mark 25c and 35c. All fresh goods. Assorted in both white and fancy patterns.

Oil Mattings.

Widths—4, 5, 6, 8, 10, 14.
F 886. In two qualities, 40c and 50c; reduced from 50c and 60c per square yard.

Lenox or Cork Mattings.

F 959. Two yards wide, 65c per square yard, worth 90c.
F 967. Two yards wide, 75c per square yard; worth \$1.

Our ever increasing order trade demands, and we with pleasure announce that from this date on we will send samples of all carpets, including Hops, Ingrain and Brussels; also, anything in the matting line. Those desiring samples will be expected to pay return express charges.

We charge 5c per yard for sewing ingrain carpets and 8c per yard for sewing Brussels carpets.

We would be glad to furnish prices to those having large contracts to let. Contracts amounting to \$200 or more we will send our carpet men to take measure, and finish up work.

Kensington Art Squares, or Drugget's Best Grade.

F 1069. Size 9x9 feet, dark blue ground, fern and oak leaf pattern in gold; price, \$7.25 each; reduced from \$10.
F 1070. Size 9x14 feet, brown ground and fern leaf design in light green and tan; \$10.50, reduced from \$15.

Irish Linen Cramb Cloths.

F 1071. Nine feet wide, brown ground with red cross stripes; \$1.75 per yard.

DEPARTMENT.

We have in stock about 484 garments. Of course, at this stage of the winter's trade the run of sizes in every special make is more or less broken. Material, finish and styles are the very latest. To our out-of-town customers we say send us your order, giving size and price you wish to pay. Our selection for you will be from \$2 to \$5 less than the original cost to manufacture.



Misses' and Children's Cloaks and Newmarkets.

50 in size;	4 years old;	\$ 2.00	@ \$ 7.50
58 in size;	6 years old;	2.50	@ 10.00
66 in size;	8 years old;	3.50	@ 12.00
74 in size;	10 years old;	4.00	@ 15.00
82 in size;	12 years old;	5.00	@ 18.00
90 in size;	14 years old;	6.00	@ 20.00
98 in size;	16 years old;	7.50	@ 22.50

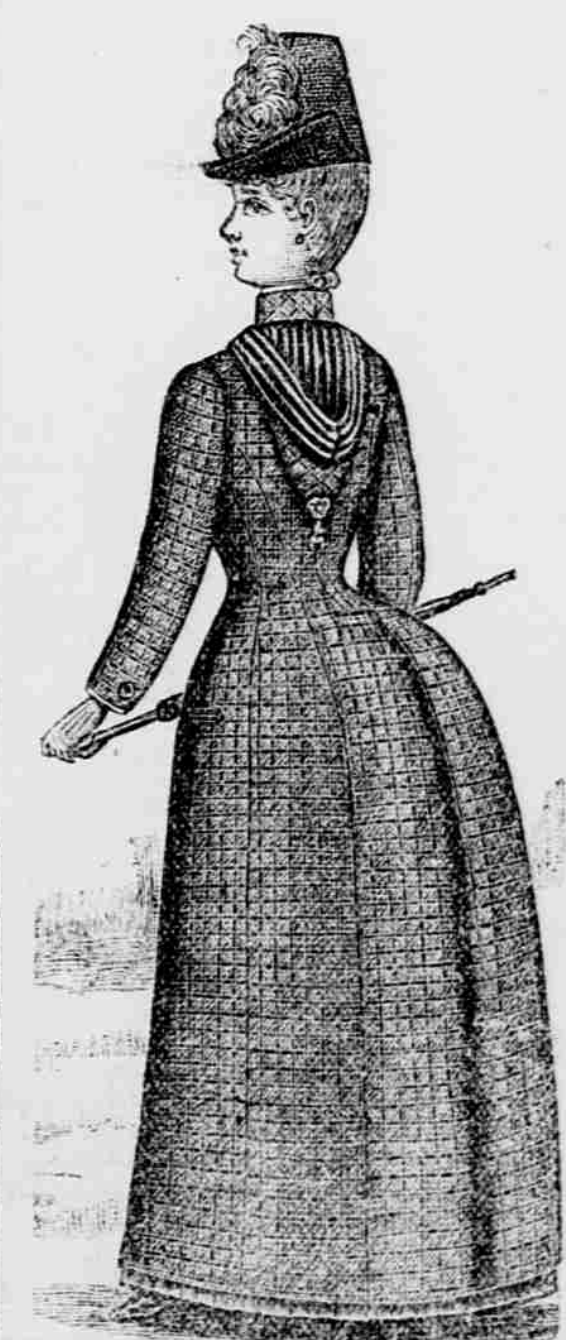


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Back View.

Misses' Jackets.

Ladies' Assorted Short Wraps.



Ladies' Assorted Newmarkets.

Shoe Department.

We carry one of the most extensive stocks of shoes west of St. Louis and handle only standard goods and guarantee satisfaction.

Infants' Shoes.

G 1432. Infants' goat, turned, no heel, button; sizes 1 to 3; price, 50c.
G 1462. Infants' kid turned, no heel, button; sizes, 0 to 3; price, 75c.
G 1229. Infants' kid turned, no heel, button; sizes, 0 to 3; price, \$1.
G 1460. Infants' dongola, turned, no heel, button; sizes, 1 to 3; price, \$1.
G 1385. Infants' dongola, turned, no heel, button; sizes, 1 to 3; price, \$1.25.
G 1336. Infants' bronze kid, turned, no heel, button; sizes, 1 to 3; price, \$1.25.
G 1198. Infants' French kid, tasseled, turned, button; sizes, 0 to 3; price, \$1.50.

Children's Shoes.

G 1210. Children's kid, hand turned, button; sizes, 4 to 7; price, \$1.
G 1346. Children's fine kid, worked hole, sewed, button, with heel; \$1.25.
G 1458. Children's dongola, hand turned spring heel, tasseled, button; \$1.25.
G 1412. Children's fine kid, solid worked hole, wedge heel, sewed, button; \$1.50.
G 1413. Children's kid, leather tip, spring heel, machine sewed, button; sizes, 8 to 10; price, \$1.25.
G 1415. Children's kid turned with heel, high cut, button; sizes, 1 to 7; price, \$1.50.
G 1416. Children's kid, hand turned, with heel, high cut, button; sizes, 8 to 10; price, \$1.75.
G 1456. Children's dongola, hand turned, spring heel, button; sizes 8 to 10; price, \$1.50.
G 1315. Children's grain, solar tipped, button; in both spring heel and heels; sizes, 4 to 7; price, \$1.25.
G 1396. Children's grain, solar tipped, button, in both spring heels and heels; sizes, 8 to 10; price, \$1.25.
G 1375. Children's goat, solar tipped button; with heels and spring heels; sizes, 8 to 10; price, \$1.50.
G 1363. Children's kid spring heel—button; sizes, 6 to 7; price, \$1.25.
G 1309. Children's goat, spring heel, button; sizes, 8 to 10; price, \$1.50.
G 1402. Children's grain leather, tipped lace, with heels; sizes, 8 to 10; price, \$1.
G 1465. Children's goat, spring heel, machine sewed, button; sizes, 8 to 10; price, \$1.75.

Misses' Shoes.

G 1425. Misses' glove grain button, soles fastened with screws; a very durable shoe; sizes, 1 to 3; \$1.25.
G 1439. Misses' kid machine sewed, button; 11 to 2; \$1.25.
G 1414. Misses' grain, machine sewed, button; 11 to 21; \$1.25.
G 1442. Misses' goat machine sewed button; 11 to 2; \$1.50.
G 1437. Misses' goat solar tip, spring heel button; 11 to 2; \$2.
G 1428. Misses' grain solar tip button, with heel and spring heel; 11 to 2; \$1.75.
G 1468. Misses' goat spring heel button; 11 to 2; \$2.
G 1417. Misses' kid, common sense button; sizes, 11 to 2; \$2.25.
G 1419. Misses' kid, spring heel, button; sizes, 11 to 2; \$2.25.
G 1467. Misses' bright dongola, common sense button; sizes, 11 to 2; \$2.50.
G 1464. Misses' dongola, spring heel button; sizes 11 to 2; \$2.50.
G 256. Misses' French kid, spring heel button; sizes, 11 to 3; \$5.
G 227. Misses' French kid, common sense, button; 11 to 2; \$3.

Ladies' Shoes.

G 722. Ladies' kid machine sewed laced shoes; size, 24 to 7; \$1.75.
G 733. Ladies' glove kid turned, lace; sizes, 24 to 7; \$2.
G 742. Ladies' goat, machine sewed button, common sense and opera last, all widths; sizes, 24 to 7; \$1.75, \$2, \$2.50, \$3.
G 736. Ladies' kid, machine sewed button, common sense and opera last; sizes, 24 to 7; \$1.75, \$2, \$2.50, \$3.
G 279. Ladies' dongola button, common sense and opera last; sizes, 2 to 6; \$3.
G 255. Ladies' French kid button, common sense and opera last; sizes, 24 to 7; \$4.
G 287. Ladies' French kid hand sewed, button, opera last; sizes, 2 to 6; \$4.
G 296. Ladies' French kid machine sewed, button, opera last; sizes, 2 to 6; \$4.
G 1854. Ladies' kid machine sewed button, opera last; sizes, 2 to 6; \$4.
G 300. Ladies' French kid hand turned, common sense, button; sizes, 2 to 6; \$3.
G 305. Ladies' French kid hand turned, opera, button; sizes, 1 to 6; \$3.
G 254. Ladies' dongola, hand turned, common sense and opera last; sizes, 2 to 6; \$5.

W.M.H. TAYLOR.